



The



Civic



Story.



February 2002

Civic Works



Honda's passion for worldwide customer satisfaction has led to some ingenious engineering born out of our legendary racing heritage. The result is technology that delivers a truly remarkable driving experience. So every Civic offers response, handling and sheer sportiness designed to thrill. Our latest Civic additions push the envelope even further.



This Spring we'll launch our new gasoline-electric powered Civic Hybrid in Canada.

It features our unique IMA (Integrated Motor Assist) system and our innovative CVT (Continuously Variable Transmission) technology. Our Hybrid is amazingly clean running and efficient, and best of all for our customers, there's no significant compromise in performance or in the famous Civic driving experience. Now that's a breath of fresh air.



Our new sporty, European-manufactured Civic SiR which will debut in Canada in the Spring, is engineered to provide the ultimate fun to drive experience. From its state-of-the-art 160 horsepower i-VTEC engine to its sporty good looks and nimble handling, the SiR is rewriting the rules by taking this extraordinary Civic to new heights in driving excitement.

At Honda, we're committed to building cars for our customers that are not only exciting to drive but are also technologically advanced.

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Civic Responsibility



Our passion for satisfying our customers has led to the development of some very advanced safety features.

This means when you're driving a Civic, you're driving one of the safest cars on the road today.



The world's first, omni-directional vehicle-to-vehicle crash test facility allows our engineers to develop products that meet the conditions our customers face every day.

Honda engineers simulate up to 8 multi-directional impact scenarios to comprehensively measure and optimize safety levels in all of our vehicles.



The result of these efforts has led to Civic receiving a dual frontal 5-star safety rating by the U.S. National Highway Traffic Safety Administration.*

*Based on 2001 Civic DX for front impact.



Civic also received a "Good" rating (the highest possible) from the Insurance Institute of Highway Safety.†

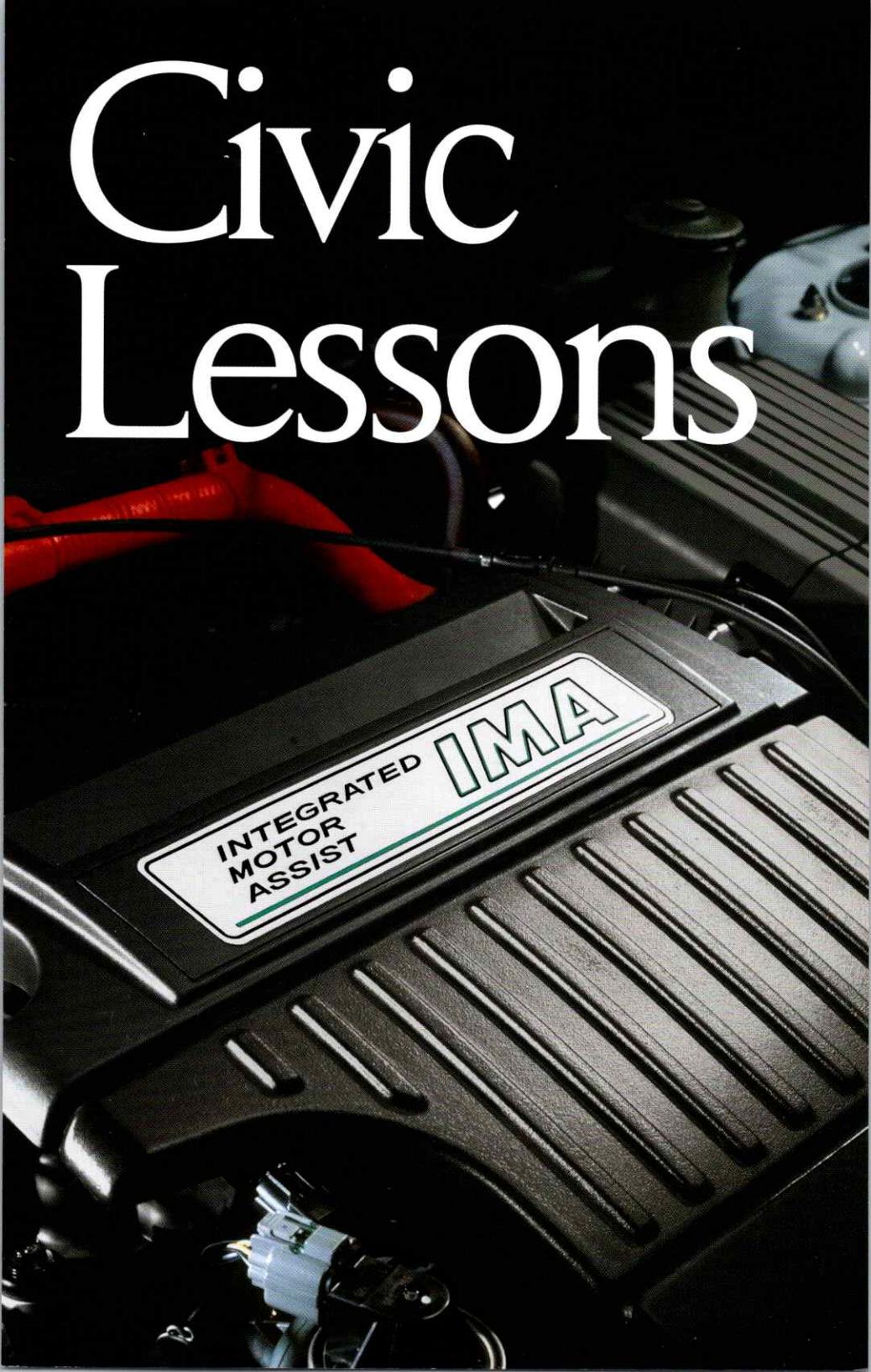
†Based on 2001 Civic LX.

At Honda, we're committed to building cars for our customers that are not only exciting to drive but also reflect our commitment to safety.

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Civic Lessons

A close-up photograph of a car's engine compartment. The central focus is a black plastic cover with a white rectangular badge. The badge features the text 'INTEGRATED' on the top line, 'MOTOR' on the middle line, and 'ASSIST' on the bottom line, all in a bold, sans-serif font. To the right of this text, the letters 'IMA' are prominently displayed in a large, bold, white font with a black outline. The background shows various engine components, including a red hose and some metallic parts, all set against a dark, moody background.

INTEGRATED
MOTOR
ASSIST

IMA

Our passion for satisfying our customers has led us to building vehicles that help us co-exist in harmony with the environment. Because it's vital that we constantly strive to protect the world for future generations. You'll find that principle embodied in our very affordable Civic.



Our customers' heightened awareness of environmental concerns inspired us to lead the industry with the 1972 CVCC (Compound Vortex Controlled Combustion) system.

It was the first to comply with the stringent 1975 U.S. Clean Air Act.

An amazing 3 years in advance. Our CVCC engine achieved this high standard in emissions reduction without using a catalytic converter to filter exhaust.

ULEV

The first Civic to meet California's stringent ULEV (Ultra Low Emission Vehicle) standards was introduced in Canada in 2000, further demonstrating our commitment to the environment.



HYBRID
GASOLINE-ELECTRIC



This Spring, we'll launch the new Civic Hybrid that showcases our unique IMA (Integrated Motor Assist) system – a combination of a gasoline engine with a battery-powered electric motor. Our latest Hybrid features i-DSI (Intelligent Dual Sequential Ignition) technology that uses two spark plugs per cylinder to maximize combustion resulting in outstanding fuel efficiency.

At Honda, we're committed to building cars for our customers that are not only exciting to drive but are also environmentally conscious.

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Canadian Civics



Our passion for satisfying our customers throughout the world has led us to develop a global perspective with a local viewpoint. We call this "glocalization". It allows us to meet local consumer needs while contributing to local communities through investment and job creation.



In 1986, we opened our plant in Alliston, Ontario to become the first import car manufacturing facility in Canada. Civic is a truly global car produced with our new state-of-the-art manufacturing system. This system sets a new standard for flexibility, efficiency and quality.



Honda of Canada Mfg. currently employs over 4,000 Canadian Associates building world-class Honda automobiles. Since 1986, we've produced over 2,000,000 Honda vehicles. Every Honda we build here brings Canadian craftsmanship to the world.

At Honda, we're committed to building cars for our customers that are not only exciting to drive but are also part of the Canadian fabric.

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Civic Pride



Our passion for satisfying our customers has led to a greater understanding of your wants and needs. Because to us there is nothing more important than a satisfied customer. And lately, there are more happy Honda owners on the road than ever before.



In 1998, our Civic became Canada's Best Selling Car for the first time. And last year we did it again – for the 4th time in a row.



And on January 30th, 2002 we sold our one millionth Civic in Canada. That's a lot of very satisfied Honda drivers.

Thanks Canada.

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1973 - 1979



1980 - 1983



1984 - 1987



1988 - 1991



1992 - 1995



1996 - 2000



2001 - Present



2002 - Future

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